AMRIT HARIKRISHNAN



Digital & Performance Marketer | SEO, AEO & GEO | Meta Ads

Nationality: Indian | **Date of Birth:** 20 June 1997 | **Gender:** Male
Location: Kannur, Kerala, India | **Visa Status:** Open to UAE employment visa sponsorship
Availability: Immediate | **Phone:** +91 7025796700
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PROFESSIONAL SUMMARY

AI-integrated digital and performance marketer with 6+ years' professional experience across technology, product design, branding and business development. Hands-on with Meta paid lead-generation campaigns, SEO/AEO/GEO, WordPress and content-led marketing strategy, including a UAE market-entry strategy for an HR services brand. Combines analytical thinking, UX insight and creative execution to attract the right audience, generate qualified leads and improve conversions. Seeking a Digital Marketing Executive / Specialist role in the UAE and wider GCC.

CORE COMPETENCIES

Digital Marketing: Digital marketing strategy, performance marketing, lead generation, content planning and marketing, social media marketing, conversion optimisation

Paid & Search: Meta Ads (Business Suite), Google Ads / SEM, SEO, AEO, GEO (AI search visibility), Google Search Console

Web & Analytics: WordPress, website performance optimisation, marketing analytics, user research and UX

Creative & Tools: GA4, Screaming Frog, AI assistance tools (ChatGPT, Claude), Canva, Figma, Adobe Creative Suite, Affinity, Framer, Google Workspace, Microsoft Office, Jira, Confluence

PROFESSIONAL EXPERIENCE

Digital Marketer & Brand/UI Designer (Freelance) | Self-employed **Sep 2025 – Present**
Kannur, Kerala, India (remote, serving UAE and India clients)

- Plan and run digital marketing for business clients: strategy, content planning, paid campaigns and organic growth.
- Built a UAE market-entry digital marketing strategy for **Spine HR**, covering positioning, target audiences and channel plan (case study).
- Ran a Meta paid-ads lead-generation campaign for **FabNet** (mosquito and insect screens); the client reports qualified leads from a modest ad budget (case study).
- Developed a digital marketing strategy for **Sthapathy Builders** to grow their online presence and convert local audiences into leads (case study).
- Delivered on-page SEO for the **Herb Bits** blog and tracked search performance in Google Search Console.
- Build and optimise WordPress websites for speed, SEO, AEO and GEO; create brand identities, social media creatives and marketing collateral.

Product Designer & Business Development Executive | Nexemble AI **Apr 2025 – Sep 2025**
Bangalore, Karnataka, India

- Owned end-to-end design of an AI-powered productivity web app, including brand identity and UX/UI.
- Bridged business and engineering by translating client needs into clear functional specifications for efficient product development.

UI/UX Designer | DZSi (now part of Zhone) **May 2022 – Feb 2025**
Bangalore, Karnataka, India (remote)

- Designed enterprise networking dashboards; used user research and usability testing to improve UX clarity by ~70%.
- Partnered with cross-functional teams to establish a scalable design system for consistent product experiences.

Digital Designer | DudusOnline **Oct 2021 – May 2022**
Kannur, Kerala, India (remote)

- Created original illustrations, visual assets and reusable templates in Adobe Illustrator and Photoshop; contributed custom vector icons and visual components to website UI.

Programmer Analyst | Cognizant **Dec 2019 – Oct 2021**
Chennai, Tamil Nadu, India

- Trained in Java Spring Boot; handled backend support, production incidents, service requests and operational changes, working with cross-functional teams to keep applications stable and releases smooth.

EDUCATION

B.Tech, Computer Science & Engineering – St. Thomas College of Engineering & Technology, Kannur (APJ Abdul Kalam Technological University) | 2015 – 2019 | CGPA 7.35
Higher Secondary (CISCE) – Sreepuram English Medium High School & Junior College, Kannur | 2013 – 2015 | 71%

CERTIFICATIONS

G-Tec Professional Diploma in Digital Marketing – G-Tec, Kannur | In progress
Google UI/UX Design Certification – Google | Mar 2022

LANGUAGES

English (fluent) | Malayalam (fluent) | Hindi (intermediate)